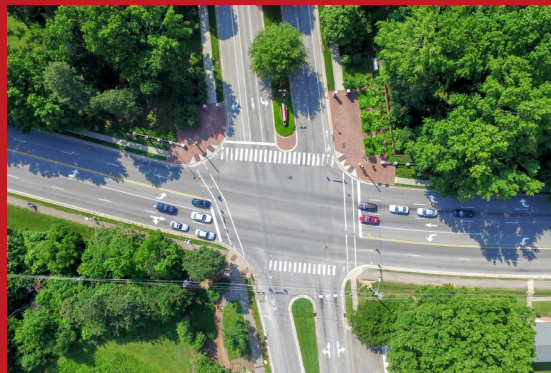




Avent Ferry Road

Corridor Study



Public Design Workshop Summary

October, 2017



RALEIGH
DEPARTMENT OF
CITY PLANNING

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Mission Valley Workshop Location

What is a Corridor Study?

Goals

When a particular area or corridor within the city limits is identified as a location for additional study, City Council directs City Planning staff to initiate an area or corridor study. Area or corridor plans typically respond to specific problems or localized issues that require more detailed analysis and outreach that can be managed through the city comprehensive planning process. The process provides a wider base of data collection and public involvement for the area than would be available otherwise.

Generally, the goals of a corridor study seek to:

- Involve the community in developing a long-term vision for that corridor.
- Define policies and actions that will guide how the corridor should be maintained or changed in the future.
- Identify future land uses in an overall context.

- Recommend future infrastructure improvements to sidewalks, streetscapes, and the public realm. Propose new or enhanced street network connections.
- Provide urban design guidance.
- Provide implementation guidance for private and public investments and strategies that should be pursued to realize the vision for the corridor.

A corridor study will lead to a series of recommendations that will be presented to City Council. The recommendations of a corridor study may take the form of the following:

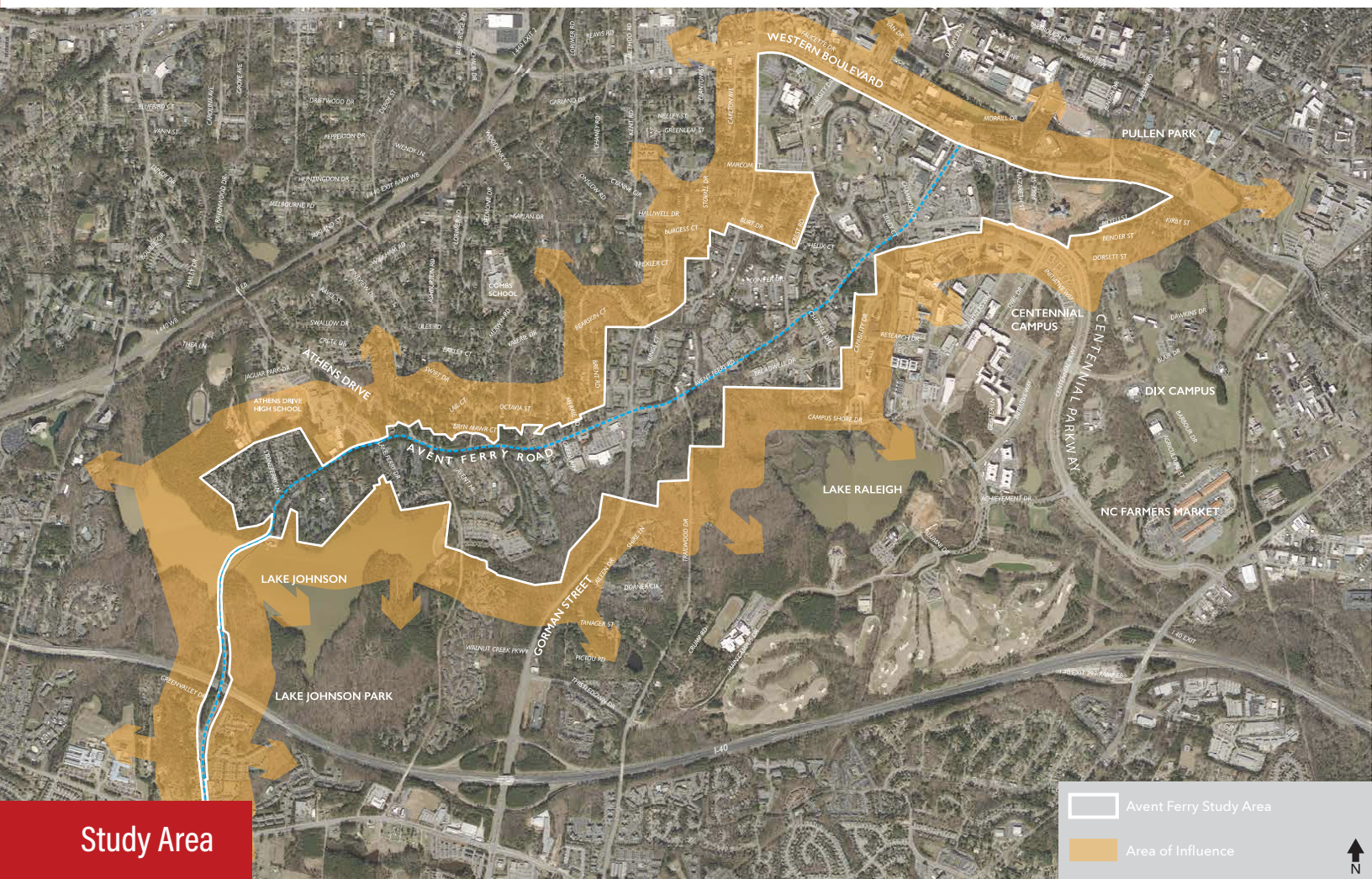
- Land use amendments.
- Zoning amendments.
- Plans for open space.
- Updates to the street plan map.
- Updates to the greenway map.
- Future transportation studies and projects.
- Capital projects.
- Renderings and sketches depicting urban design guidelines.
- Items requiring further study.

Process

The backbone of any planning process includes effective community engagement. The city uses a variety of channels to engage the community and collect feedback during the various stages of the process. Among those methods are the following:

- Public design workshop.
- Visioning workshop.
- Citizens Advisory Council presentations.
- Project kickoff workshop.
- Stakeholder meetings.
- Commission and City Council presentations.
- Project webpage.
- Online community surveys.
- Community newsletters.
- Draft plan review/public comment period.

The corridor planning process begins with crafting a vision and setting goals for the study, along with collecting the necessary data. Subsequently, city staff undertakes an inventory and detailed analysis of the data and goals. The public design workshop follows and is the project milestone that represents the study's most intensive community engagement. The workshop produces community-driven design alternatives that are then analyzed by city staff and the project consultants. From those alternatives, a set of specific recommendations are selected for City Council adoption. Once the corridor study is adopted, implementation follows with updates to city policy documents and ordinances, capital project funding and construction, and/or additional studies.



Study Area

Public Design Workshop

Objective

The objective of the Avent Ferry Road public design workshop was to engage the community in focused, hands-on design activities that will guide and inform the study's planning and design recommendations. The workshop was the third public meeting in support of the corridor study, in addition to numerous stakeholder sessions and touch-points at both West and Southwest Citizens Advisory Council meetings.

Location

The public design workshop was held at a vacant retail location at the Mission Valley Shopping Center. Throughout the study process, many community members requested a meeting location easily accessible to N.C. State students and by public transit. Thanks to the generosity of York Properties, managing company at the shopping center, city staff was able to secure this location.

Activities

Workshop attendees were tasked with two exercises: streetscape design and shopping center redevelopment.

The streetscape design activity allowed participants allowed attendees to design their ideal street sections along the corridor using cutouts of various streetscape elements (drive lanes, bike lanes, sidewalks, etc). This activity focused on the following segments of Avent Ferry Road:

- Western Boulevard to Varsity Drive.
- Varsity Drive to Gorman Street.
- Gorman Street to Crab Orchard Drive.
- Crab Orchard Drive to Tryon Road .

The shopping center redevelopment concepts exercise focused on Mission Valley and Avent Ferry Shopping Centers. Participants were provided scaled aerial and planimetric maps, markers, and scaled blocks representing different land uses. City staff and members of the consultant team assisted participants in developing key concepts that they envisioned for the future redevelopment at these locations.

Following the workshop, city staff and the consultants gathered and documented all material created over the four days. This meeting summary provides photos of that work, as well as a summary of prominent, popular design concepts that will guide the study's recommendations.

Outcome & Next Steps

The community-generated ideas developed at the public design workshop will provide a foundation for the corridor study's recommendations for a re-design of Avent Ferry Road, as well as the key commercial centers along the corridor. The final design recommendations will be integrated into the next deliverable, the draft final study report.

Citizen Input Summary

- Keep multicultural, accessible vibe of current retail, with some improvements.
- Desire to enhance Greenway access.
- Area has a lot of power outages - how will development affect utilities?
- Should decrease area of impervious surfaces that drain to Greenway.
- Slow down Gorman between highway and Avent Ferry.
- Desire Increased pedestrian connection to Lake Raleigh.
- Poor pedestrian conditions along Avent Ferry Road - sidewalks, crossings.
- Add pedestrian refuges in new medians.
- Residents like the shops, but not the look, of the Mission Valley shopping center.
- Need to keep housing affordable.
- GoRaleigh buses compete with Wolfline. Stops should be integrated.
- Install lights on Greenway.
- Need signage and street design to encourage I-440 traffic to use Athens and Kaplan, not Pineview and Swift.
- Free up parking by removing boulders near Lake Johnson.
- Need pedestrian infrastructure and signage directly surrounding Combs Elementary, as many kids walk to school.
- Slow down traffic on Avent Ferry and Gorman.
- Add street lights along Avent Ferry.
- Want more useful shops at Gorman Street Center.
- Don't want to alienate current residents along corridor.
- Adding housing to maintain affordability.
- Incorporating students' needs into plan.

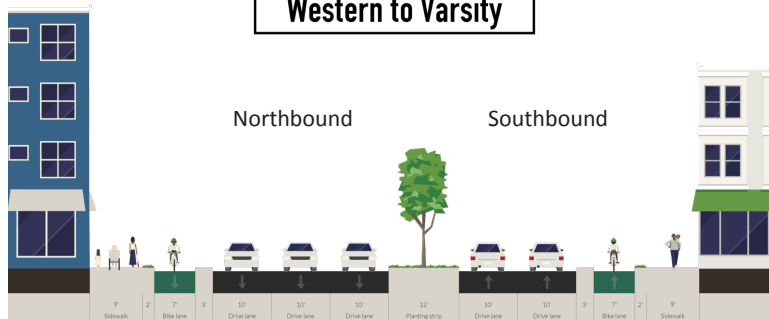


Conceptual Street Sections

Western to Varsity

Northbound

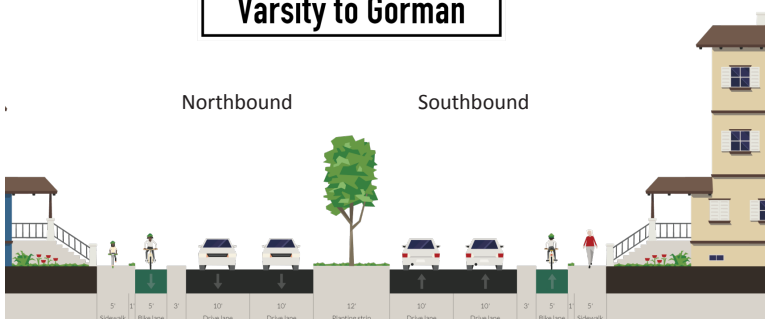
Southbound



Varsity to Gorman

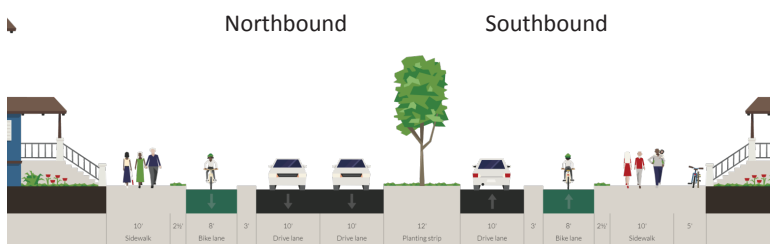
Northbound

Southbound

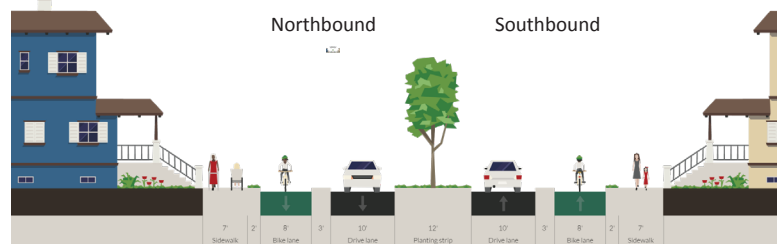




Gorman to Apple Blossom

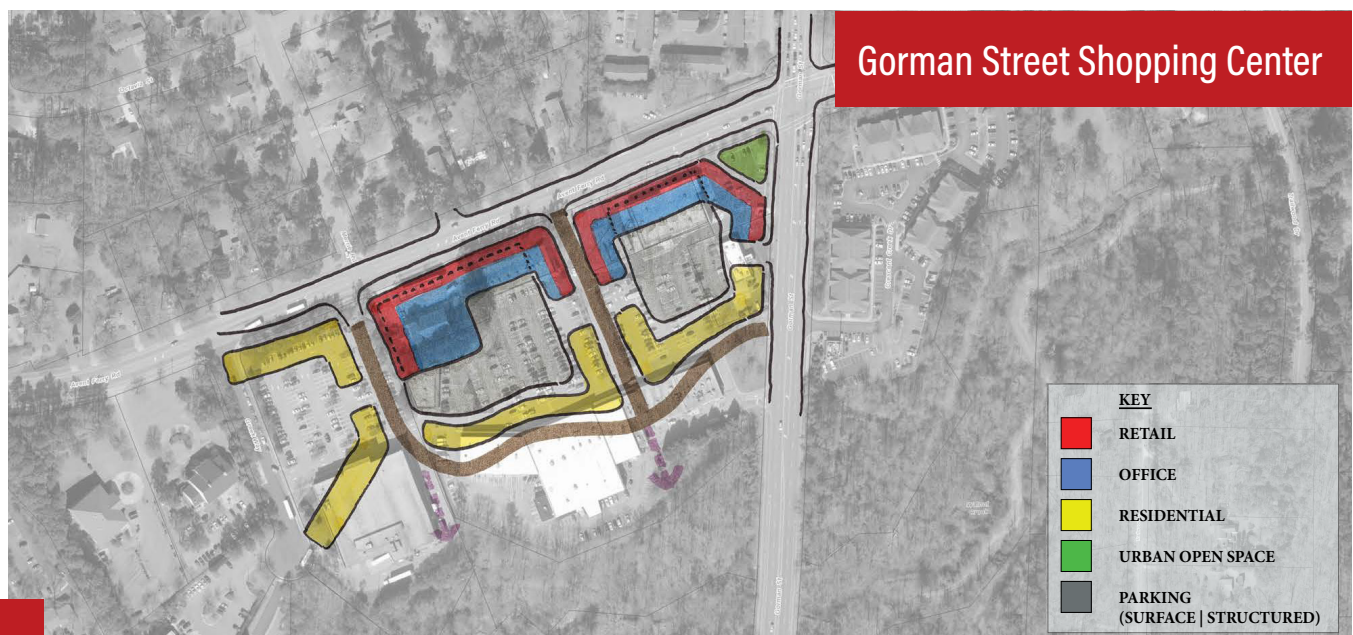
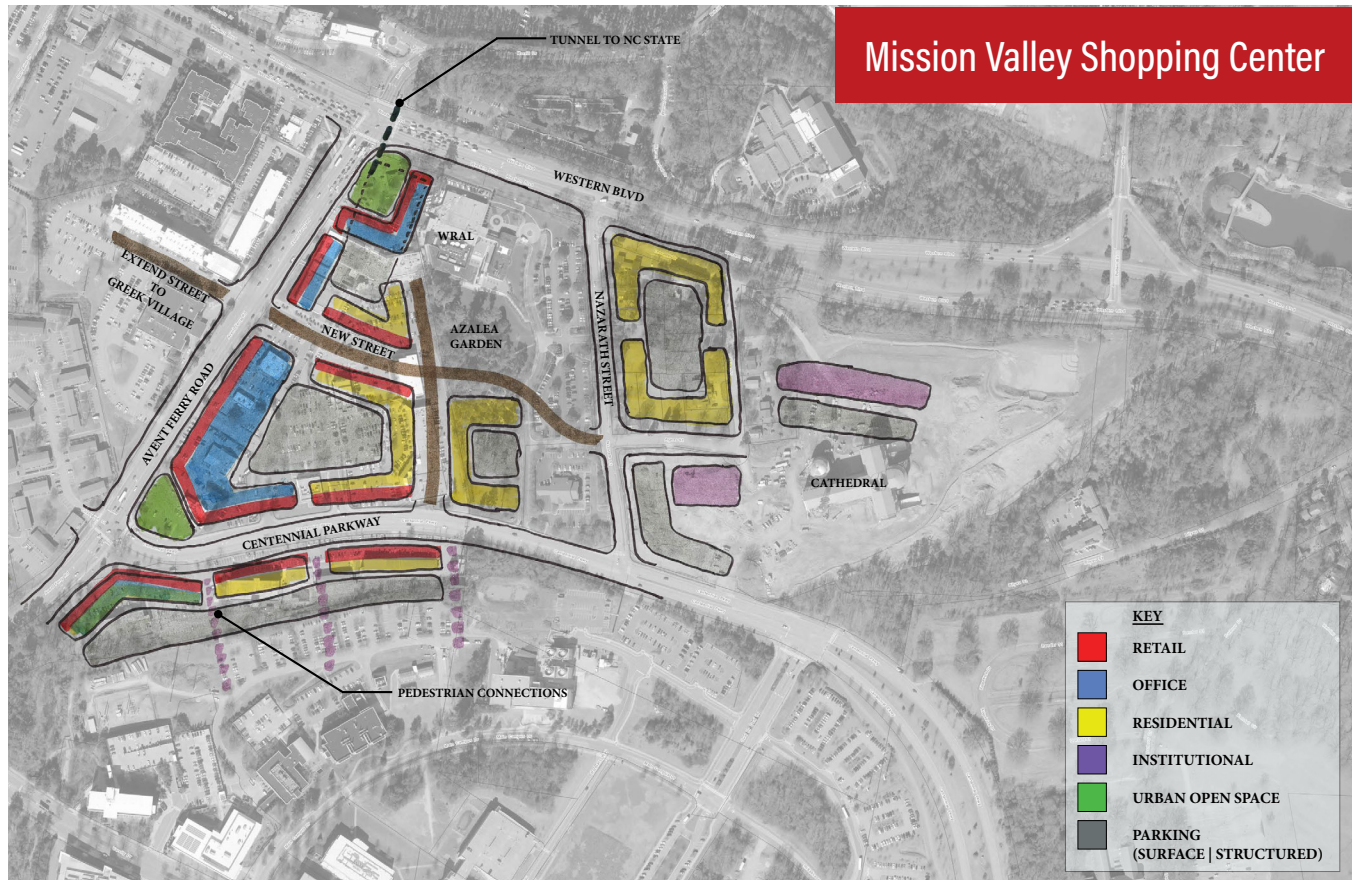


Apple Blossom to Tryon



Shopping Center Conceptual Diagrams

Following the first night of the workshop, city staff met with the consultants to distill community feedback into rough diagrams of the two shopping centers on the corridor. The following diagrams illustrate general ideas of potential layout and land uses at Mission Valley Shopping Center and the shopping center on Gorman Street.



Attendance

City Staff

Ken Bowers, AICP, Director
Roberta Fox, AIA, ASLA, Asst. Mgr.
Charles Dillard, Project Manager
Eric Lamb, PE
Carter Pettibone, AICP
Matt Klem
Leslie Bartlebaugh, ASLA
Beth Nooe, AIA
Allison Evans
Jason Hardin, AICP
Christopher Golden
John Anagnost
Hannah Reckhow
Trung Vo, AICP
Jason Myers, AICP
TJ McCourt
Kate Pearce
Brandie Crawford
Brandon Watson

Consultant Team

Dave Toms, RLA, Project Manager
Brian Jenest, RLA, Principal
Scott Hazard, RLA
Tim Brock
Kathleen Rose
Daniel Bellot



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